

Subject: Top 10 Great Streets Moments of 2016

From: LA Great Streets

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To:

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GREAT^{LA}
STREETS

Top 10 Great Streets Moments of 2016

As 2016 comes to a close, we take a look back at some our most exciting moments throughout the year. We couldn't have done this work without our many partners in the community and in government. Special thanks to our leaders and their teams at LADOT, DCA, DCP, BSS, BOE, and EWDD for rocking our world in 2016 with your Greatness, we appreciate you!

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10. Great Streets Takes Home New Urban Film Fest Win - In October Great Streets [took home the award](#) for best urban design film from the New Urbanism Film Fest. But the real winners were our [Great Streets Challenge partners](#) who showed Angelenos how you can transform a street into public space with passion, hard work, spray chalk, and planters!



9. LADOT Finishes César Chávez Ave Safety Improvements - In early 2016, LADOT wrapped up its installation of 26 painted curb extensions along César Chávez Avenue in Boyle Heights. The safety treatment shortens crossing distance for those traveling on foot, and prompts people driving to take slower, safer turns.



8. Crenshaw Blvd Receives \$2 Million Grant for Safety Upgrades - On February 20, Crenshaw Street Beats turned the intersection of Crenshaw Bl and Florence Ave into an instrument of community change. That day Councilmember Marqueece Harris-Dawson and Deputy Mayor Barbara Romero announced a huge win for the Hyde Park neighborhood: \$2 million in pedestrian safety upgrades to be funded by a federal grant.



7. Mayor Garcetti Launches Second Round of Great Streets Challenge - In September Mayor Eric Garcetti [re-launched the Great Streets Challenge](#) – raising the City’s investment to \$2 million and opening it up to any street in Los Angeles. As of the close of 2016, 37 applications were received. Seven winners will be announced in early 2017.



6. **Hollywood “Scramble” Reaches One-Year Mark with Sterling Results** - This November [marked the first anniversary](#) of the new scramble intersection at the intersection of Hollywood Bl and Highland Ave. In the twelve months hence, no people walking or biking have been injured at the intersection.



5. **Western Ave Gains Art and Safety Makeover** - Great Streets helped merge culture and safety into a comprehensive [suite of improvements for Western Ave](#) in June. With partners Councilmember David Ryu, Beautify Earth, and LADOT, we brought seven new murals, painted 17 high-visibility crosswalks and conducted a community clean-up. Stay tuned for more great things coming to Western Ave in early 2017.



4. **Mayor Garcetti Announces Arts Activation Fund** - Great Streets hit the ground running in January by [launching the Arts Activation Fund](#) with the Department of Cultural Affairs. In 2016 the AAF funded art and cultural programs in public spaces throughout Los

Angeles. Nine projects brought art walks, educational programs, and concerts to the first 15 Great Streets Corridors. [Click here](#) to apply for up to \$15,000 for art on your Great Street.



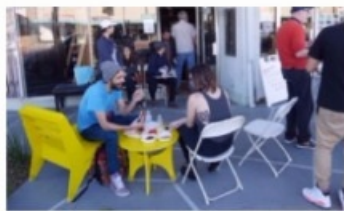
3. Mayor Garcetti Launches Great Streets Great Business - Local businesses are the backbone of every Great Streets's economy. So we developed a program that [serves businesses where they're at](#). With our partner, Valley Economic Development Center, we're conducting door-to-door outreach and technical assistance along the first 15 corridors, and providing access to small business loans to help local entrepreneurs invest in and expand their operations.



2. Mayor Garcetti Unveils Van Nuys Blvd Safety Improvements - In December, the Mayor [joined community leaders](#) to celebrate the completion of a \$1 million safety overhaul for [Van Nuys Blvd in Pacoima](#), a corridor which sees a disproportionate number of traffic injuries. Said Mayor Garcetti: "Van Nuys Boulevard is the cultural and commercial heart of the Northeast Valley, and we're going to keep it thriving — by making sure it is safe and accessible to everyone who comes to enjoy what it has to offer."



1. **Great Streets Challenge Transforms Public Spaces** - The [first round](#) of the Great Streets Challenge culminated in early 2016 with [eight projects](#) that brought new visions for how our streets can become lively public spaces. The program was such a hit, we re-launched it again in September. Stay tuned for an announcement of the next batch of projects in early 2017!



Honorable Mentions

Fresh Sidewalks Come to First 15 Corridors - In partnership with the Bureau of Street Services, [Great Streets reconstructed](#) 61,000 square feet of concrete sidewalk in 2016. Taking care of “back-to-basics” on the path to Greatness!



“Iconathon” Gives Great Streets a Visual Language - In partnership with the Noun Project, Great streets hosted an Iconathon in April 2016 with graphic artists and community partners to develop visual representations of the concepts we work with. The result? Twenty-four icons that visualize everything from parklets to shopping local. Visit the [LA Great Streets Noun Project page](#) to download free.



Sherman Way Gets 30 New Trees - Thanks to an investment from Councilmember Bob Blumenfield and City Plants, Sherman Way sports 30 new trees that will add beauty and comfort for decades to come.



Lankershim Blvd Tries on New Street Ideas - In partnership with Councilmember Paul Krekorian, Great Streets gave NoHo residents and visitors a chance to [experience enhanced public spaces](#) and protected bike lanes on Lankershim Blvd.



Pedestrians Find Their Way on Central Ave - Thanks to Los Angeles Walks, the National Health Foundation, and students from Jefferson High School, "Walk This Way/Caminale" [brought artistic neighborhood signage](#) to Central Ave that helps residents and visitors learn about local destinations and access them on two feet.



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